

BUSINESS INSIGHTS

1. Customer Signup Trends

Signups have fluctuated over the years, with 2024 showing the highest number of new customers, followed by 2022. But 2023 saw a slight decline compared to the previous year.

2. Regional Customer Distribution

South America holds the largest share of customers at 29.5%, followed by Europe and North America at 25% and 23% respectively whereas Asia closes behind at 22.5%. South America emerges as a key market.

3. Top-Selling Products

The top products sold by quantity include SoundWave Jeans and SoundWave Cookbook (46 units each), followed closely by TechPro Headphones (45 units). The list showcases a mix of categories like Clothing, Books, Electronics, and Home Decor.

4. Monthly Revenue Trends

Revenue peaked in July 2024 at \$71,366 with other high-performing months like January, September, and August 2024. Seasonal dips occurred in November and December 2024, likely due to lower activity after peak seasons.

5. Customer Preferences and Spending

Average Spending : Repeat customers spend an average of \$697.79 per transaction, with most spending between \$555.34 and \$822.86.

Total Quantity: On average, repeat customers purchase 13 items, with the range between 9 and 17 items.

Segmentation Opportunity: Customers can be grouped into low, mid, and high spenders, offering potential for targeted loyalty programs. As a result, focusing on the mid-spending group (\$678.08 median) will drive them toward higher spending through personalized offers.